PTO/SB/05 (08-03)
Approved for use through 07/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office. U.S. DEPARTMENT OF COMMERCE of a collection of information unless it displays a valid OMB control purpose. Under the Paperwork Reduction Act of 1995, no persons are required to res

UTILITY PATENT APPLICATION **TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

128299.101	Control Humber.
Mueller	0
System and Method for	69
EV309119796US	90.0 8.0
	Mueller System and Method for

APPLICATION ELEMENTS See MPEP chapter 600 concerning utility patent application contents.	ADDRESS TO: Mail Stop Patent Application Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450		
1.	7. CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) 8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary) a. Computer Readable Form (CRF) b. Specification Sequence Listing on: i. CD-ROM or CD-R (2 copies); or ii. Paper c. Statements verifying identity of above copies ACCOMPANYING APPLICATION PARTS 9. Assignment Papers (cover sheet & document(s)) 10. 37 CFR 3.73(b) Statement Power of (when there is an assignee) Attorney 11. English Translation Document (if applicable) 12. Information Disclosure Copies of IDS Statement (IDS)/PTO-1449 Citations 13. Preliminary Amendment 14. Return Receipt Postcard (MPEP 503) (Should be specifically itemized) 15. Certified Copy of Priority Document(s) (if foreign priority is claimed) 16. Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35		
6. Application Data Sheet. See 37 CFR 1.76	or its equivalent. 17. Other: Cartificate of Mailing;		
18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:			
Continuation Divisional Continuation-in-part (CIP) of prior application No.:			
Prior application information: Examiner Art Unit: For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.			
19. CORRESPONDENCE ADDRESS			
Customer Number: 21269	OR Correspondence address below		
Name			
Address			
	State Zip Code		
	lephone Fax		
Name (Print/Type) W. Joseph Melnik	Registration No. (Attorney/Agent) 48,741		
Signature 200	Date March 1, 2004		

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

1001 770

1002 340

1002 520

2001 385

2002 170

Utility filing fee

Design filing fee

Diana Silana Sana

**or number previously paid, if greater; For Reissues, see above

PTO/SB/17 (10-03)

Approved for use through 07/31/2006. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.								
EEE TOANGMITTAL			Complete if Known					
FEE TRANSMITTAL			Application Number			not yet assigned	not yet assigned	
_			Filing Date			March 1, 2004	March 1, 2004	
for FY 2004			First Named Inventor		lnven	Mueller		
Effective 10/01/2003. Patent fees are subject to annual revision.			Examiner Name		ame	not yet assigned		
✓ Applicant claims small entity status. See 37 CFR 1.27			Art Unit			not yet assigned	not vet assigned	
TOTAL AMOUNT OF PAYMENT (\$) 425			Attorney Docket No.		cket N	o. 128299.101	+ 	
METHOD OF PAYMENT (check all that apply)					FEE	CALCULATION (continued)		
✓ Check Credit card Money Order Other None ✓ Deposit Account:		3. ADDITIONAL FEES Large Entity Small Entity Fee Fee Fee Fee Fee Fee Fee Fee Fee Fe						
		Fee	Fee	Fee	Fee	Fee Description		
Deposit Account: Deposit Account Account Number		Fee	Fee (\$)		Fee (\$)	Fee Description Surcharge - late filing fee or oath	Fee Paid	
Deposit Account Number Deposit Account Pepper Hamilton LLP		Fee Code	Fee (\$) 130	Fee Code	Fee (\$) 65	•	Fee Paid	
Deposit Account Number	oply)	Fee Code 1051 1052 1053	Fee (\$) 130 50	Fee Code 2051	Fee (\$) 65	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or	Fee Paid	
Deposit Account Number Deposit Account Name The Director is authorized to: (check all that ap	oply) lit any overpayments	Fee Code 1051 1052 1053 1812	Fee (\$) 130 50 130 2,520	Fee Code 2051 2052 1053 1812	Fee (\$) 65 25 130 2,520	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination	Fee Paid	
Deposit Account Number Deposit Account Namber Deposit Account Name The Director Is authorized to: (check all that applications) Charge fee(s) indicated below Credit Charge any additional fee(s) or any underpay	it any overpayments ment of fee(s)	Fee Code 1051 1052 1053	Fee (\$) 130 50 130 2,520	Fee Code 2051 2052 1053	Fee (\$) 65 25 130 2,520 920*	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification	Fee Paid	
Deposit Account Number Deposit Account Name The Director is authorized to: (check all that applications) Charge fee(s) indicated below	it any overpayments ment of fee(s)	Fee Code 1051 1052 1053 1812 1804	Fee (\$) 130 50 130 2,520	Fee Code 2051 2052 1053 1812 1804	Fee (\$) 65 25 130 2,520 920*	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination Requesting publication of SIR prior to	Fee Paid	
Deposit Account Number Deposit Account Number Deposit Account Name The Director is authorized to: (check all that application of the Charge fee(s) indicated below Credit Charge fee(s) indicated below, except for the count to the above-identified deposit account.	it any overpayments rment of fee(s) e filing fee	Fee Code 1051 1052 1053 1812 1804	Fee (\$) 130 50 130 2,520 920* 1,840*	Fee Code 2051 2052 1053 1812 1804	Fee (\$) 65 25 130 2,520 920* 1,840*	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination Requesting publication of SIR prior to Examiner action Requesting publication of SIR after	Fee Paid	
Deposit Account Number Deposit Account Number Deposit Account Name The Director Is authorized to: (check all that application) Charge fee(s) indicated below Charge any additional fee(s) or any underpay Charge fee(s) indicated below, except for the	it any overpayments rment of fee(s) e filing fee	Fee Code 1051 1052 1053 1812 1804	Fee (\$) 130 50 130 2,520 920* 1,840*	Fee Code 2051 2052 1053 1812 1804 1805	Fee (\$) 65 25 130 2,520 920° 1,840° 55	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination Requesting publication of SIR prior to Examiner action Requesting publication of SIR after Examiner action	Fee Paid	
Deposit Account Number Deposit Account Number Deposit Account Name The Director Is authorized to: (check all that application of the Charge fee(s) indicated below Charge fee(s) indicated below, except for the to the above-identified deposit account. FEE CALCULATION	it any overpayments rment of fee(s) e filing fee	Fee Code 1051 1052 1053 1812 1804 1805	Fee (\$) 130 50 130 2,520 920 1,840 110 420	Fee Code 2051 2052 1053 1812 1804 1805	Fee (\$) 65 25 130 2,520 920 1,840 55 210	Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination Requesting publication of SIR prior to Examiner action Requesting publication of SIR after Examiner action Extension for reply within first month	Fee Paid	

1003 330	12003 203	Plant lilling lee	140		2402	100	rilling a brief in support of all appear	
1004 770	2004 385	Reissue filing fee	1403	3 290	2403	145	Request for oral hearing	
1005 160	2005 80	Provisional filing fee	145	1,510	1451	1,510	Petition to institute a public use proceeding	
	l ,	SUBTOTAL (1) (\$) 38	35.00	110	2452	55	Petition to revive - unavoidable	
. = : : = : :			145	3 1,330	2453	665	Petition to revive - unintentional	
2. EXTRA	CLAIM FEE	S FOR UTILITY AND		1,330	2501	665	Utility issue fee (or reissue)	
T-1-1-01-1	65	Extra Claims below	Fee Paid 1502	2 480	2502	240	Design issue fee	
Total Claims Independent		"= 5 x 9	1500	640	2503	320	Plant issue fee	
Claims Multiple Depe		·· = 0 x 0	1460	130	1460	130	Petitions to the Commissioner	
			180	7 50	1807	50	Processing fee under 37 CFR 1.17(q)	
Large Entity Fee Fee	Small Entity Fee Fee	Fee Description	. 1806	180	1806	180	Submission of Information Disclosure Stmt	
Code (\$)	Code (\$)		802 ⁻	1 40	8021	40	Recording each patent assignment per property (times number of properties)	
1202 18	2202 9		1809	770	2809		Filing a submission after final rejection	
1201 86	2201 43	3 Independent claims in ex	xcess of 3				(37 CFR 1.129(a))	<u> </u>
1203 290	2203 145	Multiple dependent clain	n, if not paid 1810	770	2810	385	For each additional invention to be	
1204 86	2204 43						examined (37 CFR 1.129(b))	
		over original patent	180	1 770	2801	385	Request for Continued Examination (RCE)	
1205 18	2205 9	** Reissue claims in exc and over original pater		2 900	1802	900	Request for expedited examination of a design application	
-	SIIE	STOTAL (2) (\$) 4	0.00 Othe	r fee (sp	ecify) _			
**or numbe		d if amotor: For Poissupp		duced by	Basic F	iling Fe	ee Paid SUBTOTAL (3) (\$) 0	

1255 2,010

330

2401

1401

2255 1,005 Extension for reply within fifth month

SUBTOTAL (3)

165 Notice of Appeal

SUBMITTED BY (Complete (if applicable)) Registration No. Name (Print/Type) W. Joseph Melnik 48,741 Telephone 412.454.5000 Signature Date March 1, 2004

> WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.10

APPLICANT:	MUELLER			
TITLE:	SYSTEM AND METHOD FOR IDENTIFYING RETAIL T SALES OPPORTUNITIES			
SERIAL NO.:	Not yet assigned			
ATTORNEY REF:	128299.101			
DATE OF DEPOSIT:	March 1, 2004			
EXPRESS MAIL NO.	EV309119796US			
I HEREBY CERTIFY THAT THIS PATENT APPLICATION IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE VIA UNITED STATES POST OFFICE EXPRESS MAIL UNDER 37 C.F.R. § 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE COMMISSIONER OF PATENTS, MAIL STOP PATENT APPLICATION, P.O. BOX 1450, ALEXANDRIA, VA 22313-1450.				
Kathleen Pujol (Typed or printed name of person mailing paper or fee) (Signature of person mailing paper or fee)				
Documents Sent: ☒ Application (31 sheets) ☒ Formal Drawings (1 sheets) ☐ Petition to Accept Color Drawings ☒ Utility Application Transmittal ☐ Declaration and Power of Attorney	 ☐ Assignment with Cover Sheet in duplicate ☒ Fee Transmittal and check in the amount of \$425. ☐ Applicant Data Sheet ☒ Certificate of Mailing ☐ Sequence Listing (CD and Paper) and Statement 			